

## **Committee on Development and Intellectual Property (CDIP)**

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### **ENTERPRISING IDEAS – OVERVIEW OF THE GUIDE TO INTELLECTUAL PROPERTY FOR STARTUPS**

*prepared by the Secretariat*

1. The Annex to this document contains an overview of the Guide on Intellectual Property (IP) for Startups titled “Enterprising Ideas”, developed in the context of the Development Agenda (DA) project on “Increasing the Role of Women in Innovation and Entrepreneurship, Encouraging Women in Developing Countries to use the Intellectual Property System”.

2. *The CDIP is invited to take note of the information contained in the Annex to this document.*

[Annex follows]

## **ENTERPRISING IDEAS OVERVIEW OF THE GUIDE TO INTELLECTUAL PROPERTY FOR STARTUPS<sup>1</sup>**

[Enterprising Ideas, a Guide to Intellectual Property for Startups<sup>2</sup>](#), was conceived as an easy to use Guide for first time entrepreneurs to understand the intersection of the intellectual property (IP) system at different stages of the startup journey. The IP system plays an important role throughout this journey and it should be fully integrated into and support the startup's business strategy. This publication provides guidance on how startups can use the IP system to remain competitive and to understand the risks that may arise if it is ignored. It focuses on a startup that is trying to bring an innovative technology-based solution to market, but the principles should be just as helpful to startups that are not technology-based but have a novel marketing idea, cater to a niche market, or provide an innovative service. The IP system offers something to all startups, though to some more than others.

The chapters of the guide follow the trajectory of a startup's journey from idea to market. It begins with the chapter on "Protecting your innovation" which discusses the importance of IP rights in protecting innovations and explains how patents, trade secrets and copyright can be used to obtain proprietorship over innovative and creative solutions.

However, having a good product is not enough. Customers must be persuaded to buy it. In a competitive market place where many similar products jostle for attention, the business needs to think of creative ways to attract customers to the product and away from those of their competitors. In this regard, the chapter on "Distinguishing your product in the market" speaks about logos, designs and other creative aspects that are used in creating a distinct and appealing product and how they can be protected through trademarks, design rights and copyright.

The chapter on "Going international" prepares the startup for expanding further afield. Based on the important principle of territoriality, which provides that IP rights are confined to the territory in which they were obtained, the opportunities provided by the international filing systems managed by WIPO are discussed in this chapter. The ability to file for protection in multiple countries through the Patent Cooperation Treaty (PCT), the Madrid System and the Hague System is explained.

In "Other strategic ways to exploit IP", the different options for using IP rights which are now business assets to increase revenue through licensing and sale, to obtain financing to attract partners and collaborators are elaborated.

IP is also an important risk management issue. Even if a startup feels that the IP system holds no value for it, it is important to be informed of how the IP system can impact a business from a risk management perspective. The chapter on "Risk" looks further into this issue.

The Guide also looks at two broad cross cutting areas, that is, on conducting an IP audit on IP databases. IP audit can become relevant at different stages of a business or can be prompted by different events. Likewise, IP databases are an extraordinary resource that provide startups with information that can inspire them, help them avoid infringement, understand trends, find partners, and so on. The last two chapters touch upon these areas.

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<sup>1</sup> This Guide has been developed in the context of the Development Agenda project on [Increasing the Role of Women in Innovation and Entrepreneurship, Encouraging Women in Developing Countries to Use the Intellectual Property System](#).

<sup>2</sup> The first draft of the Guide was developed by Mr. Omer Hiziroglu, Managing Partner, TLS.IP, Istanbul, Turkey. It was developed based on the concept and under the coordination of the Project Manager, Ms. Tamara Nanayakkara, Counsellor, IP for Business Division.

Finally, the Guide showcases case studies of successful women entrepreneurs from all over the world, illustrating how they are using the IP system to successfully build their businesses.

The Guide is available in Arabic, Chinese, English, French, Russian, Spanish, and Japanese. It can be access at: <https://www.wipo.int/publications/en/details.jsp?id=4545>.

[End of Annex and of document]